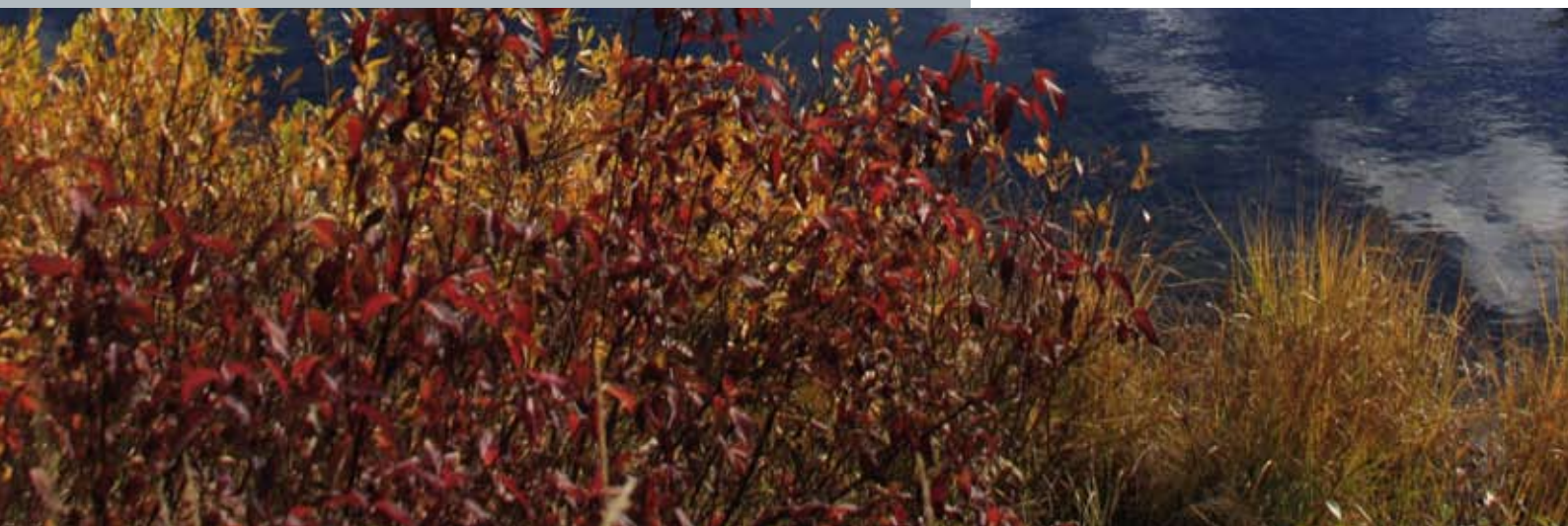




Print Media Academy / NorQuest College
Executive Forum in Canada
September 28–October 1, 2011

HEIDELBERG



An International Management Program that Encourages New Views and Fresh Ideas.



LEARN MORE ABOUT THE PRINT MEDIA ACADEMY

The Print Media Academy (Heidelberger Druckmaschinen AG, Germany) in Heidelberg was founded in 2000 and is a center for communication, training, and knowledge for the print media industry. Last year alone, over 8,000 people from all over the world attended our training programs to enhance their knowledge and set new standards for their businesses. Last year, the Print Media Academy celebrated its 10th anniversary at the headquarters in Germany.

LEARN MORE ABOUT NORQUEST COLLEGE'S CENTRE FOR EXCELLENCE IN PRINT MEDIA

NorQuest College's Centre for Excellence in Print Media is a resource enabling print and graphic communications companies to explore the latest trends and technology affecting the print industry. Our goal is to help print and graphic communications companies in Western Canada become more profitable, improve current print production standards and meet business needs efficiently by offering insight on new technology and innovations.



PIONEERS WANTED

The Executive Forum is a program for managers/leaders with extensive entrepreneurial experience in the print media industry. (Please prepare a short company presentation (5 min.) for the opening session.)

WHO WILL BE THERE

Participants include practitioners and visionaries in their lines of business. Our Executive Forum is open to all customers in any part of the world.

WANT WINNING SOLUTIONS?

Getting a clear picture of your business and your visions is crucial. That's why the Executive Forum provides you with new knowledge on how to market your products and successfully sell the added value of every product to your clients as well as empower your staff.

EXPERIENCED LECTURERS

Our lecturers provide you with in-depth knowledge and present benchmarks from other countries and markets.

WHAT TOOLS DO I NEED FOR MORE SUCCESS?

The program addresses and answers key themes that are vital to business success today. These include:

- How to position business for the future
- How to get the best return on investments
- How to expand into new areas
- How to market products successfully
- How to motivate people



WHERE, WHEN, ETC.

RECOMMENDED ARRIVAL DATE: September 27, 2011
in the afternoon

SCHEDULE: September 28–October 1, 2011
The course usually begins at 9.30 a.m. (please check schedule for details).

VENUE: Banff, Alberta; Banff Center
For more information on the venue and room reservation/airport transfer, please go to www.print-media-academy.com

ATTENDANCE FEE: Early bird rate until September 2
CAN\$ 1,390, from September 2 onwards CAN\$ 1,690.
This price includes all documentation, lunch and beverages (travel costs, accommodation and personal expenses are not included in the price).

WHO TO CONTACT AND HOW TO ENROLL

PARTICIPANTS FROM NORTH AMERICA:

For further information and payment, please contact Michelle Braun at NorQuest College / michelle.braun@norquest.ca / 001 (780) 644-6480

OTHER PARTICIPANTS: For further information and payment, please contact Silvia Becker / pma-seminare@heidelberg.com / +49 (0) 6221 92-4927

Meet Our Experts.

STAN SOLOMIDIS

**OWNER AND DIRECTOR OF
SYNTHESIS AUSTRALIA PTY LTD**

Stan completed a degree in economics and further courses of study at the Melbourne Business School and elsewhere. After holding senior management positions at Citicorp Australia and Associated Midland Corporation and spending two years as a self-employed consultant, he worked for Heidelberg for twelve years. During that time, he held important positions throughout Asia/Pacific, including general manager for Southern Australia, the region's customer finance manager and marketing manager for Heidelberg Australia and New Zealand. Since 2001, Stan has once again been working as a freelance consultant to the print media industry. He focuses particularly on business planning and strategy, marketing and sales, benchmarking, assisting owners with their exit strategies and business succession, business coaching and market analysis. Stan is the owner and director of Synthesis Australia Pty Ltd. He also sits on the board of some very competitive and marketing oriented printing businesses and this experience coupled with his corporate experience makes him well equipped to assist printing managers who are looking to improve their company's performance.

MARTINA-MARIE BRAND

**HEAD OF INTERNATIONAL BUSINESS TRAINING AT
THE PRINT MEDIA ACADEMY HEIDELBERG**

After majoring in economics and international marketing in Germany and Switzerland, Martina completed further courses of study and internships in international marketing in both the United States and Europe. She also completed a period of training in entertainment media for TV and radio as well as print media. Martina joined Heidelberger Druckmaschinen AG in October 1999, becoming head of Marketing and International Customer Business Training at the Print Media Academy. Martina's experience means she is perfectly suited to the role of Academy Course Director, in which she manages the executive course programs as well as internal Heidelberg Sales Training.



Martina-Marie Brand



Stan Solomidis

UP-TO-DATE INFORMATION CAN BE FOUND AT • www.print-media-academy.com

Schedule

Tuesday, September 27, 2011

7.00 p.m.	Wine & Cheese Get-Together & Welcome
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Wednesday, September 28, 2011

9.30–10.00 a.m.	The Week in one Glance (Martina Brand, Josh Ramsbottom)
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10.00–10.30 a.m.	Market Place – Short company presentation by every participant (Martina Brand, Stan Solomidis)
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10.30–10.45 a.m.	Coffee Break
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10.45–11.15 a.m.	Global Trends (Martina Brand)
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11.15 a.m.–12.00 p.m.	Trends in North America (Josh Ramsbottom, NorQuest College, Center for Excellence in Print Media)
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12.00–1.00 p.m.	Marketing – Lateral Thinking (Stan Solomidis, Martina Brand)
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1.00–2.00 p.m.	Lunch
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2.00–3.45 p.m.	Marketing – A Holistic Approach (Stan Solomidis, Martina Brand)
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3.45–4.00 p.m.	Break
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4.00–5.30 p.m.	Marketing – A Holistic Approach (Stan Solomidis, Martina Brand)
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Thursday, September 29, 2011

8.30–9.30 a.m.	Skill Standards (Marie Eveline, Executive Director Canadian Print Industry Sector Council)
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9.30–10.15 a.m.	Team Building Workshop (Stan Solomidis, Martina Brand)
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10.15–10.30 a.m.	Coffee Break
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10.30–11.00 a.m.	Team Building Workshop Results (Stan Solomidis, Martina Brand)
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11.00 a.m.–12.00 p.m.	Leadership – How to be a Good Leader (Stan Solomidis, Martina Brand)
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12.00–1.00 p.m.	Lunch
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1.00–3.30 p.m.	Leadership – How to be a Good Leader (Stan Solomidis, Martina Brand)
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Friday, September 30, 2011

9.00–10.30 a.m.	Management – Managing for Continuity of Performance (Stan Solomidis)
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10.30–10.45 a.m.	Coffee Break
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10.45 a.m.–12.30 p.m.	Management – Optimizing Your Enterprise (Operational Excellence) (Stan Solomidis)
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12.30–2.00 p.m.	Lunch
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2.00–5.00 p.m.	Selling in a B2B Environment (Stan Solomidis)
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approx. 7.00 p.m.	Team Event Hosted by NorQuest College and the Print Media Academy
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Saturday, October 1, 2011

9.00–10.45 a.m.	Organizational Development (Stan Solomidis)
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10.45–11.00 a.m.	Coffee Break
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11.00 a.m.–12.30 p.m.	Risk Avoidance & Finance & Controlling (Stan Solomidis)
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12.30–1.30 p.m.	Lunch
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1.30–2.30 p.m.	Certificates & Feedback & Farewell
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GOOD TO KNOW

THE VENUE: Banff National Park is set in the heart of the Canadian Rockies. Canada's first national park (and the world's third) is also a UNESCO World Heritage Site. Spanning 6,641 km² (2,564 sq mi) of valleys, mountains, glaciers, forests, meadows and rivers, Banff National Park is one of the world's premier destinations. The resort town Banff is less than 4 km² (1.5 sq mi) in size and surrounded by mountain parkland and wilderness. It is one of only two incorporated municipalities in a Canadian national park and a popular destination for outdoor sports, featuring extensive hiking, biking, scrambling and skiing areas within the region.

ACCOMMODATION / HOTEL: For more information, please visit www.print-media-academy.com

DRESS: Casual business dress for all activities.

A CASE FROM YOUR DAILY BUSINESS: If you have a case from your daily business practice that you want to share, discuss and illuminate with the lecturers and participants, please provide it prior to the training. We'll then use the case during the work-group sessions.

HANDOUTS: If you have a laptop, please bring it with you. All documentation will be provided in digital form.

SAMPLES AND BROCHURES: Please don't forget to bring along print samples and brochures of your company. You'll need them for the Market Place presentation on Monday.

USE OF CELL PHONES: There will be sufficient breaks during the course of the day. Please be advised that we have a phones-off policy for all course sessions.

REGISTRATION

Executive Forum in Canada 2011

Participants from North America, please fax back to 001 (780) 644-6465 or mail to michelle.braun@norquest.ca
Other participants, please fax back to +49 (0) 6221 92-4929 or mail to pma-seminare@heidelberg.com

Executive Forum

Name of the event

September 28–October 1, 2011

Banff, Alberta; Banff Center

Date (from/to)

Event venue

CAN \$ 1,690 *

English

Price (excluding VAT, flights and personal expenses)

Language of event

* *Early bird rate until September 2 CAN \$ 1,390,
from September 2 onwards CAN \$ 1,690*

PARTICIPANT

PERSON TO RECEIVE CONFIRMATION AND INVOICE, IF DIFFERENT FROM PARTICIPANT

Last name, first name

Last name, first name

Company

Company

Street address

Street address

ZIP/post code and city

ZIP/post code and city

Phone

Phone

Fax

Fax

E-mail

E-mail

CANCELLATION POLICY

No fee will be payable for cancellations received by July 15.

The entire course fee will be **payable** for any cancellations received after July 15.

The General Terms and Conditions of the Print Media Academy apply.

I would like to receive information about new offerings from the Print Media Academy by e-mail or post.

Date

Signature

Heidelberger Druckmaschinen AG

Print Media Academy
Kurfuersten-Anlage 52–60
69115 Heidelberg, Germany
Phone +49 6221 92-5011
Fax +49 6221 92-4929
www.print-media-academy.com

NorQuest College

Centre for Excellence in Print Media
10135 – 109 Street
Edmonton, AB, T5J 3P1, Canada
Phone 001 (780) 644-6480
Fax 001 (780) 644-6465
www.norquest.ca/cfe/printmedia

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